

Salinas

1996		KSBW	KNTV	KCCN	KCBA	KSMS	
1	600	5	1			0	
2	630	6	1				
3	700	9	3	0			
4	730	8	3	0			
5	800	6	2	0			
6	830	6	2	0			
7	1130		0				
8	Noon	2					
9	500	12	1	2		5	
10	530	15	2	2		5	
11	600	14	2	2		5	
12	630	13	2	2		5	
13	1000				4		
14	1030				3		
15	1100	9	1	2		1	
Total Ratings		105	20	10	7	21	
Total 1/2 hours		12	12	9	2	6	
Total Rating/1/2 hours		8.75	1.67	1.11	3.50	3.50	
Total 1/2 hours		KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1987		12	10	10	0	0	32
1988		12	10	9	0	0	31
1989		12	10	10	0	0	32
1990		12	10	8	3	4	37
1991		12	10	9	2	4	37
1992		12	11	8	2	6	39
1993		11	11	9	2	5	38
1994		12	11	10	3	5	41
1995		12	11	8	2	5	38
1996		12	12	9	2	6	41
Total Rating/1/2 hours							
		KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1987		6.83	2.20	3.20	0.00	0.00	12.23
1988		7.42	2.50	1.56	0.00	0.00	11.47
1989		7.33	1.70	1.80	0.00	0.00	10.83
1990		7.17	2.30	1.25	1.33	4.50	16.55
1991		5.92	2.10	1.33	1.50	4.00	14.85
1992		7.42	2.00	1.38	2.00	3.00	15.79
1993		7.18	2.55	1.78	1.50	3.80	16.61
1994		9.17	1.91	1.90	2.33	3.40	18.71
1995		6.75	2.00	1.75	4.50	3.80	18.80
1996		8.75	1.67	1.11	3.50	3.50	18.53

Salinas-Monterey, CA

News Rating 10-Year History

6-700AM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	6	1	1	0	0	8
1988	7	2	0	0	0	9
1989	8	1	0	0	0	9
1990	7	0	0	0	0	7
1991	7	1	1	0	0	9
1992	7	2	0	0	1	10
1993	5	2	0	0	0	7
1994	12	2	0	0	0	14
1995	8	2	0	0	0	10
1996	11	2	0	0	0	13
Total	78	15	2	0	1	96
Average	7.8	1.5	0.2	0.0	0.1	9.6
% of Total	81.3%	15.6%	2.1%	0.0%	1.0%	100.0%

7-900AM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	30	14	4	0	0	48
1988	26	12	4	0	0	42
1989	25	8	9	0	0	42
1990	22	16	4	0	0	42
1991	16	12	6	0	0	34
1992	26	9	4	0	0	39
1993	20	14	5	0	0	39
1994	33	10	8	0	0	51
1995	18	12	4	0	0	34
1996	29	10	0	0	0	39
Total	245	117	48	0	0	410
Average	24.5	11.7	4.8	0.0	0.0	41.0
% of Total	59.8%	28.5%	11.7%	0.0%	0.0%	100.0%

Noon	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	2	0	0	0	0	2
1988	3	0	0	0	0	3
1989	3	0	0	0	0	3
1990	4	0	0	0	0	4
1991	1	0	1	0	0	2
1992	2	1	0	0	0	3
1993	0	1	0	0	0	1
1994	2	1	0	0	0	3
1995	2	0	0	0	0	2
1996	2	0	0	0	0	2
Total	21	3	1	0	0	25
Average	2.1	0.3	0.1	0.0	0.0	2.5
% of Total	84.0%	12.0%	4.0%	0.0%	0.0%	100.0%

5-700PM	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	27	4	17	0	0	48
1988	45	8	7	0	0	60
1989	45	6	8	0	0	59
1990	47	5	4	2	14	72
1991	41	7	4	0	16	68
1992	49	8	4	0	17	78
1993	47	9	8	0	17	81
1994	55	7	8	2	16	88
1995	46	6	8	0	18	78
1996	54	7	8	0	20	89
Total	456	67	76	4	118	721
Average	45.6	6.7	7.6	0.4	11.8	72.1
% of Total	63.2%	9.3%	10.5%	0.6%	16.4%	100.0%

10-1100P	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	6	1	3	0	0	10
1988	8	3	3	0	0	14
1989	7	2	1	0	0	10
1990	6	2	2	2	4	16
1991	6	1	0	3	0	10
1992	5	2	3	4	0	14
1993	7	2	3	3	1	16
1994	8	1	3	5	1	18
1995	7	2	2	9	1	21
1996	9	1	2	7	1	20
Total	69	17	22	33	8	149
Average	6.9	1.7	2.2	3.3	0.8	14.9
% of Total	46.3%	11.4%	14.8%	22.1%	5.4%	100.0%

Grand T	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	82	22	32	0	0	136
1988	89	25	14	0	0	128
1989	88	17	18	0	0	123
1990	86	23	10	4	18	141
	KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1991	71	21	12	3	16	123
1992	89	22	11	4	18	144
1993	79	28	16	3	18	144
1994	110	21	19	7	17	174
1995	81	22	14	9	19	145
1996	105	20	10	7	21	163
6 Year:						
Total	535	134	82	33	109	893
Avg	89.2	22.3	13.7	5.5	18.2	148.8
%	59.9%	15.0%	9.2%	3.7%	12.2%	100.0%

10 Year:						
Total	880	221	156	37	127	1421
Avg	88.0	22.1	15.6	3.7	12.7	142.1
%	61.9%	15.6%	11.0%	2.6%	8.9%	100.0%

Total Lo	KSBW	KNTV	KCCN	KCBA	KSMS	Total
1987	32	5	20	0	0	57
1988	48	8	8	0	0	64
1989	48	7	6	0	0	61
1990	48	5	4	4	9	70
	KSBW	KNTV	KCCN	KCBA	KSMS	TOTAL
1991	46	9	3	3	6	67
1992	46	9	5	4	5	69
1993	48	9	8	3	14	80
1994	61	8	7	7	5	88
1995	50	7	7	9	6	79
1996	61	8	8	7	6	90
6 Year:						
Total	310	50	38	33	42	473
Avg	51.7	8.3	6.3	5.5	7.0	78.8
%	65.5%	10.6%	8.0%	7.0%	8.9%	100.0%

10 Year:						
Total	486	75	76	37	51	725
Avg	48.6	7.5	7.6	3.7	5.1	72.5
%	67.0%	10.3%	10.5%	5.1%	7.0%	100.0%

CERTIFICATE OF SERVICE

I hereby certify that on January 7, 1997, true copies of the foregoing Comments of AK

Media Group, Inc. were mailed, first class U.S. mail postage pre-paid, to the following:

Hon. Reed E. Hundt
Federal Communications Commission
1919 M Street, N.W.
Room 814
Washington, D.C. 20554

Norm Goldstein
Enforcement Division
Mass Media Bureau
Federal Communications Commission
2025 M Street, N.W.
Room 8210
Washington, DC 20554

Hon. James H. Quello
Federal Communications Commission
1919 M Street, N.W.
Room 802
Washington, D.C. 20554

Clay Pendarvis
Chief, Television Branch
Federal Communications Commission
1919 M Street, N.W.
Room 702
Washington, DC 20554

Hon. Rachelle B. Chong
Federal Communications Commission
1919 M Street, N.W.
Room 844
Washington, D.C. 20554

Barbara Kreisman
Video Services Division
Federal Communications Commission
1919 M Street, NW
Room 702
Washington, DC 20554

Hon. Susan Ness
Federal Communications Commission
1919 M Street, N.W.
Room 832
Washington, D.C. 20554

Vincent A. Pepper, Esq.
Pepper & Corazzini, L.L.P.
1776 K Street, NW
Suite 200
Washington, DC 20009

Roy J. Stewart, Chief,
Mass Media Bureau
Federal Communications Commission
1919 M Street, N.W.
Room 314
Washington, D.C. 20554

Gardner F. Gillespie, Esq.
Hogan & Hartson, L.L.P.
555 13th Street, N.W.
Washington, DC 20004-1109

Catherine Withers
Enforcement Division
Mass Media Bureau
Federal Communications Commission
2025 M Street, N.W.
Room 8210 Washington, D.C. 20554

Charles W. Kelley
Enforcement Division
Mass Media Bureau
Federal Communications Commission
2025 M Street, N.W.
Room 8202
Washington, D.C. 20554

Dennis F. Begley, Esq.
Reddy Begley & McCormick
1001 22nd Street, N.W., Suite 350
Washington, DC 20037-1803

A handwritten signature in black ink, appearing to read "Dennis F. Begley", with a long horizontal flourish extending to the right.

from the cost savings, economies of scale and efficiencies of shared resources and personnel. These benefits would translate into a stronger, more competitive UHF outlet.

Even if those cases where a UHF station is on a solid financial ground, common ownership with a co-located VHF or UHF might enable the station to provide better provide more diverse program service to the community. For example, the second UHF outlet might be used to more fully utilize newsgathering and local programming resources, resulting in an increase in the locally-produced news and public affairs programming in the community. Other business arrangements between the co-located stations might lead to innovative news programming or public service campaigns. These more innovative approaches to programming and community service, coupled with the cost efficiencies that can be achieved through common ownership, would make both stations more competitive over the long term.²⁶

Mr. McCune, a spokesperson for a small media outlet, echoes NBC's assessment:

Local stations can and will produce more quality programming if they have additional channels serving different audiences over which they can rerun, repackage and time-shift those local programs. Such an efficient use of local programming lowers the effective cost of each airing to the local station, improving the economics of producing quality local shows that serve the needs and interests of the local public.²⁷

The underlying economies of combined operations are very real. As Dispatch Broadcast Group, an experienced local broadcaster states:

[L]ocal television duopolies will create significant economies of scale for television operators. Dispatch estimates that these savings 99 in eliminating many duplicative functions like engineering, traffic, and accounting, as well as duplicative costs like rent, taxes, and insurance -- will equal 15-25 percent of the combined operating budgets of two stand-alone stations. Duopolies will also make investment in local programming easier to justify because both the risks and initial costs of starting or expanding a local news operation, for example, can be spread over two stations rather than one.²⁸

²⁶ Comments of National Broadcast Company, Inc., MM Docket No. 91-221 (filed May 17, 1995), at 29-30 (hereinafter cited as "NBC").

²⁷ McCune at 4.

²⁸ Comments of Dispatch Broadcast Group, MM Docket No. 91-221 (filed May 17, 1995) at 8 (hereinafter cited as "Dispatch").

Thus, as NBC concludes:

As competition from new video outlets increases (many of which are under common ownership), local television broadcasting will become a more economically fragile business. Allowing common ownership of more than one station in a DMA will give local broadcasters a way to maintain their competitive strength in the face of new competition, without diminishing competition or diversity in the local marketplace.²⁹

In short, the record establishes that duopolies are likely to facilitate significant improvements in local television service.

Furthermore, by improving the financial vitality of marginal local television stations, common ownership would promote the extension and ultimate success of new broadcast networks.³⁰ Finally, all stations are confronting the enormous costs of converting to digital transmission. Stations on the fringe face the real prospect of being left behind simply because they cannot afford to build new digital facilities. The ability to take advantage of the efficiencies of common ownership would contribute materially to the ability of these marginal stations to remain competitive as digital broadcasters.

**VII. EXTENSIVE EXPERIENCE WITH LOCAL MARKETING AGREEMENTS
HAVE DEMONSTRATED THE PUBLIC INTEREST BENEFITS OF
COMMON OWNERSHIP**

The Commission can draw on the experience of licensees like AK Media and Harron which are involved in LMAs of stations in the same market to gain solid evidence of the economies and, more significantly, the improvements in service which invariably have incurred. As set forth above in these Comments, AK Media and Harron have experienced first hand the improved service to the public which can be achieved through an LMA operation.

²⁹ NBC at 30.

³⁰ See, Comments to Further Notice of Proposed Rulemaking by the Association of Independent Television Stations, Inc., MM Docket No. 91-221 (Filed May 17, 1995) at 17-19 (hereinafter "Independent TV Stations").

Numerous other licensees have submitted similar detailed accounts of their experiences with LMAs. They show that the ability to enter into LMAs, share resources, and combine operations to various degrees have:

- saved failing stations and enabled unbuilt stations to go on the air (or at least go no more quickly with better service);³¹
- enabled stations to begin new or restore discontinued local newscasts;³²
- enabled stations to provide new programming for children and/or minorities;³³ and
- provided affiliates for emerging networks.³⁴

The Commission, therefore, has an evidentiary record that is not limited to theoretical discussions and suppositions about what might be the efficiencies and benefits of combined operations. To the contrary, the experiences of AK Media, Harron and other broadcasters with LMAs provides hard evidence that combined operations lead to more competition, and better broadcast service to the public and that such combined operations are in the public interest.

³¹ See, e.g., McCune at 8; LSOC at 28-32; Independent TV Stations at 29-31; Reply Comments of Pappas Stations Partnership, MM Docket No. 910221 (filed July 10, 1995 (hereinafter cited as "Pappas") at 2-4; Comments of Sinclair Broadcast Group, Inc., MM Docket No. 91-221 (filed May 17, 1995) (hereinafter cited as "Sinclair") at 5-11.

³² See, e.g., LSOC at 28-32; Independent TV Stations at 29-31; Pappas at 2-4; Sinclair at 5-11; EIC at 7; Reply Comments of Smith Broadcasting Group, MM Docket No. 910221 (filed July 10, 1995) (hereinafter cited as "Smith") at 6-7.

³³ See, e.g., LSOC at 28-32; Independent TV Stations at 29-31; Pappas at 2-4; Sinclair at 5-11; EIC at 7; Smith at 6-7; Comments of Media America Corporation, MM Docket No. 91-221 (filed May 17, 1995).

³⁴ See, e.g., LSOC at 28-32; Independent TV Stations at 29-31; Pappas at 2-4, Sinclair at 5-11.

VIII. CONCLUSION

As an experienced broadcast television station licensee, AK Media supports the goal of the Commission's television ownership rules, which is to provide improved service to the public. However, the television marketplace has changed significantly in recent years. AK Media submits that time has come for a significant relaxation of the Commission's television duopoly rule. AK Media's experience operating a small market LMA has shown that in some markets the programming of two television stations by one entity may be the only means for injecting competition into a market where virtually no competition exists. In such circumstances, the creation of a television LMA, and if allowed, the creation of a television duopoly, will increase competition in local markets, not decrease it.

Accordingly, AK Media requests that the Commission adopt the recommendations of the Local Station Operators Coalition as follows:

- Amend the duopoly rule to consider two stations in the same DMA, but with no Grade A contour overlap, as serving separate markets.
- Amend the duopoly rule to permit common ownership of two television stations in the same market, provided that at least one of the stations is a UHF station.
- Grandfather all LMAs permanently.
- Permit renewal and transfer of all grandfathered LMAs.
- Continue to permit LMAs, regardless if changes in the Commission's attribution or ownership rules.

Respectfully submitted,

AK MEDIA GROUP, INC.

By: 

James L. Winston

Walter E. Diercks

Lolita D. Smith

Rubin, Winston, Diercks, Harris &
Cooke, L.L.P.

1333 New Hampshire Ave., N.W.
Suite 1000

Washington, D.C. 20036

(202) 861-0870

It's Attorneys

February 7, 1997

A

MONTEREY COUNTY

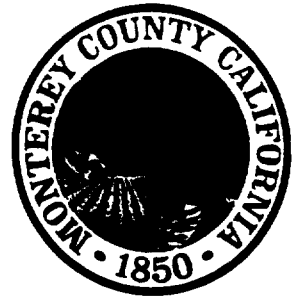
THE BOARD OF SUPERVISORS

1000 SOUTH MAIN STREET, SUITE 213, SALINAS, CA 93901

JUDY PENNYCOOK
SUPERVISOR - DISTRICT 2

AIDE TO THE SUPERVISOR, JEANETTE HUGHES
CLERK TO THE SUPERVISOR, DEE EDWARDS

(408) 755-5022 (408) 647-7722 FAX (408) 755-5431



January 23, 1997

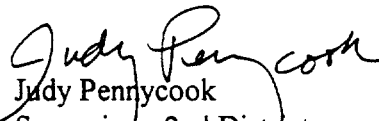
Mark P. Faylor
General Manager
KCBA TV 35
1550 Moffett St.
Salinas, CA 93905

Dear Mark:

Thank you so much for all your assistance and support for the North Monterey County High School Band's Evening Extravaganza. The community response was overwhelming and KCBA's and KCCN's assistance helped us not only meet but exceed our goal.

Thank you so much for your continuing support.

Very truly yours,


Judy Pennycook
Supervisor, 2nd District
Monterey County

JLEP:jsh



980 Fremont Street, Monterey, California 93940-4799 • 408/646-4000 • FAX 408/655-2627

22 January 1997

MARTIN H. HARRISON, Director Of Promotions
KCCN Television Channel 46 CBS
1550 Moffett Street
Salinas, CA 93905

(408) 784-1702

Mr. Harrison:

On behalf of Monterey Peninsula College, the Department of Cinema/Video and the students of MPC C/V 120, I want to express our appreciation to KCCN Television and to you in particular. The tour and presentation you made to our class in December was the perfect conclusion to our semester of study in television and video. Your knowledge of the broadcasting business and willingness to donate your time to explain and demonstrate the operation of your television station and to answer our many questions, has provided these students with an insight they could gain no other way.

The comments I received from the students afterward were overwhelmingly positive. They expressed their gratitude for the opportunity to meet you, see your facility and learn about the behind-the-scenes operation of a TV station. This was a great tour!

I appreciate your offer to establish two internships at your facility for our advanced students. I will be in contact with you in this regard when we begin our intern placements.

Thank you very much.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Robbins", is written over a horizontal line.

John L. Robbins, Instructor
Monterey Peninsula College
Cinema/Video 120

P O Box 1604, Monterey, CA 93942

(408) 646-1704 24 hour message line
(408) 394-9354 24 hour fax line

cc: Pat Boles, Art Division Chair
Gary Quinonez, Art Department Chair

September 26, 1996
P. O. Box 1774
Carmel Valley, Ca., 93924

The Honorable Reed E. Hundt, Chairman
Federal Communications Commission
1919 M Street, N.W.
Washington, D. C. 20554

Subject: Broadcast License Renewal---KCCN (CBS) Channel 46, Monterey, Ca.

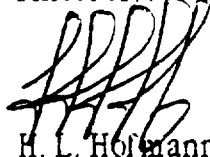
Dear Chairman Hundt:

Last Tuesday night Monterey County Deputy Sheriff Anthony Olson died in the line of duty. He was a fine person. He was a dedicated professional.

I viewed the coverage of Deputy Olson's death on KCCN (CBS) Channel 46, Monterey, Ca. during the 6 and 11 o'clock news telecasts. I was very impressed with the quality of journalism and the commitment the station displayed relative to serving the community within its signal area. I was particularly impressed with the support KCCN gave Sheriff Norman Hicks and the Monterey County Sheriff's Department. Please note the attached copy of my letter to Mr. Mark Faylor, Station Manager, KCCN (CBS) Channel 46, Monterey, Ca., dated September 26, 1996.

I understand that KCCN intends to request a renewal of its Broadcast License during the last quarter of 1998. Please place this letter and the above noted attachment in the proper file as a indication of KCCN (CBS) Channel 46's commitment to Public Service.

Sincerely,



H. L. Hoffmann

✓ cc: Mr. Mark Faylor, Station Manager, KCCN (CBS) Channel 46, Monterey, Ca.
Sheriff Norman G. Hicks, Monterey County Sheriff's Department

September 26, 1996
P. O. Box 1774
Carmel Valley, Ca., 93924

Mr. Mark Faylor, Station Manager
KCCN (CBS) Channel 46
2200 Garden Road
Monterey, Ca., 93940

Dear Mr. Faylor

Last Tuesday night, while answering a domestic violence call in a rural section of Monterey County, Deputy Sheriff Anthony Olson's patrol vehicle plunged about 400 feet down a cliff. Deputy Olson died in the line of duty.

I want you to compliment your staff relative to the coverage given this tragedy on the 6 and 11 o'clock news telecasts.

1. LEAD POSITION-Because of the importance of this occurrence to the community, this matter was placed in the first position within the telecast.

2. EXTENT OF COVERAGE-You devoted upwards of three (3) minutes which, in the current bit/byte mode of "newscasting" these days, indicates the degree of commitment you have with respect to public service.

3. USE OF ASSETS-Your film crews interviewed Sheriff Norman G. Hicks and Lt. David Allard and took pictures of the crash scene. Your people gathered information about Deputy Olson and about the extensive training Deputy Olson received within his Department. It was costly, but it was for the public good.

The coverage was compassionate as well as objective. The various production elements were polished to a high professional standard. The tone of the entire work was positive and supportive of the efforts of our Deputies to protect and serve our citizens at the risk of their lives. You performed a true service to the public.

Sincerely,



H. L. Hofmann

cc: Sheriff Norman G. Hicks, Monterey County Sheriff's Department



Can Del

Santa Cruz County Chapter
2960 Soquel Avenue
Santa Cruz, CA 95062-1498
(408) 462-2881
FAX: (408) 462-5996

Watsonville Training Center
73 Hangar Way
Watsonville, CA 95076-2403
(408) 722-3801

October 11, 1996

KCCN 46
1550 MOFFETT ST
SALINAS, CA 93905

Dear Amanda:

Speaking for the American Red Cross and the people we serve, I would like to extend our deepest appreciation to you for the generous donation of a **Gift Certificate for a Special Tour of KCCN News Operation, meet with Talent!**

Your generous donation will be auctioned off, on **November 16, 1996** at **A & A Auction 925 41st Avenue, Santa Cruz, CA** funds raised from this event will help your American Red Cross deliver our services to people, according to our mission -- to help our community prepare for, respond to and mitigate disasters. In this particularly crucial time, your donation is especially welcome.

The American Red Cross is a tax-exempt, nonprofit organization as described in section 501(c)(3) of the IRS code of 1984, as amended. Our tax identification number is **94-3045430**. Adequate records will be maintained and made available to the IRS upon request. For Federal Tax purposes, no goods or services were provided to you by the American Red Cross in conjunction with your contribution.

For all of those who will benefit from the use of your donation thank you for this outstanding contribution to the humanitarian work of the Red Cross.

Sincerely,

Patsy Hernandez

Patsy Hernandez
Auction 96'
Coordinator



Can Do!

October 31, 1996

Barry Brown
KCCN-TV
1550 Moffett St.
Salinas, CA 93905

Dear Barry:

The Monterey County Hospitality Association Board of Directors and Golf Committee, wish to extend their sincere thanks for your support of our golf tournament. We appreciate the time and effort you gave as Master of Ceremonies during the golf tournament dinner.

Thank you again for your support of the Monterey County Hospitality Association. We look forward to another great year in 1997.

Best regards,

Mark Silacci
Mark Silacci
Golf Chairman

Best Regards,

Sam Teel
Sam Teel
President, MCHA



10-8-96

Dear Amanda.

A million thanks to you
KCCN & staff for your great
sponsorship of "A Day For The
Animals" We truly appreciate
all your support + assistance.
As usual, Karina + Heidi did a
great job with the crowds.

Once again, thank you
for everything! Cordially,
Susan Gardiner

Dear General Manager: 22 Sept 1996

I want to take this opportunity to thank CBS Channel 46 for a wonderful fall lineup of family viewing. Your decision and good judgment to show "DECENT PROGRAMMING" will definitely pay off for you in more ways than you can imagine.

Our family especially enjoys "Touched By an Angel" and "The Promised Land." We hope and pray you will continue airing these quality shows.

Sincerely, Audrey McDougle

after almost giving up watching TV, CBS Ch 46,
comes up with a winner year. Thanks for
your new line-up of family entertainment -
Touched by an Angel, Promised Land, and
Early Edition - to name a few. We, in our
family, are proud to say we watch
Ch 46, CBS.

Thank you,

Donald R. McLoe

551 Gibson Avenue
Pacific Grove, California 93950
November 16, 1996

Arlo Barbo, Manager
Station KCCN (CBS)
1050 Moffett Street
Salinas, California 93935

Subject: "Golden Years"
"Growing Fears"
Ms. Caroline Avedesian

Dear Mr. Barbo:

We cannot let the opportunity pass without commenting on your excellent TV Broadcast, above subject, November 12th., thru November 15th.

Ms. Caroline Avedesian is to be commended for her expertise in presenting the curriculum, providing us with information contributing to help-full services for the aged.

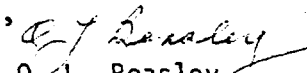
It excels as a worthy program to re-examine our models of health care creating a healing environment. It provided strength, hope, solace, supporting encouragement and assistance to individuals experiencing a multitude of life circumstances. The presentation was a remarkable service to the elderly, as well as an inspiration to caregivers.

The program was most appropriate in timing with the up-coming holidays.

We would welcome a progressive follow-up program.

Thank you very much.

Sincerely,


O. L. Beasley

OLB
O. L. Beasley
Forest Hill Manor, Suite 210
551 Gibson Avenue
Pacific Grove, California 93950
(408) 657-5250



Multiple Sclerosis Community Services

546 Abbott Street #11 ■ Salinas, CA 93901 ■ (408) 758-1663 ■ (Fax) 758-8380

November 26, 1996

Board of Directors

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KCBA FOX 35 & KCCN CBS 46
1550 Moffett Street
Salinas, CA 93905

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Tim O'Grady

Lena Scott

Dr. Dale Helman

Chris Duff

Pat Hitchcock

Peter Ciccarelli

Ada Granger

Dear Mark,

On behalf of Multiple Sclerosis Community Services, our Board of Directors and especially those we serve, I would like to personally thank you for your continued commitment to the O'Grady Golf Tournament.

1996 marked our Fifth Anniversary and because of your efforts, this year's tournament succeeded in raising over \$30,000.00 to directly support the many programs and services our agency provides for those afflicted with MS, their families, and friends within our tri-county communities.

The 1997 O'Grady Tournament is scheduled for Friday, September 19th. I hope that we can count on your continued committee participation next year.

Again, I thank you for your time, effort and especially the support you have given to this tournament, MSCS, and ultimately those locally whose lives are impacted by MS.

Best Wishes,

Connie J. Ciccarelli
Executive Director



CITY OF PACIFIC GROVE, CALIFORNIA

OFFICE OF THE
MAYOR

September 9, 1996

KCCN / KCBA
1550 Moffett St.
Salinas, CA 93905

Attn: John Freeman
News Director

Dear John:

Thank you so much for providing excellent television coverage of the events surrounding the grand opening of our new Pacific Grove Youth Center.

The enthusiasm shown for this event by news reporters ~~Mateene~~ Osuna of KCCN and Robert Santos of KCBA and their camera crews was much-appreciated by the many people who worked so hard to make this dream come true for the youth of our city.

May I also express my appreciation for the continued support shown by KCCN and KCBA for the people, issues and events in our communities.

Please do not hesitate to call on me if I can be of assistance in any way and please share my thanks with everyone who helped to make our grand opening celebration such a success.

Sincerely,

Sandra L. Koffman
Mayor

**CENTRAL
COAST
COLLEGE**
OF BUSINESS DATA PROCESSING

Can J. !

November 21, 1996

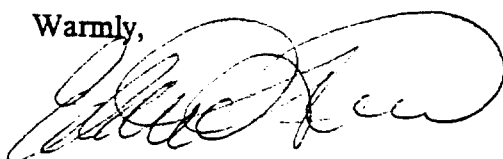
Barry Brown
KCBA-TV 35/KCCN-TV 46
1550 Moffett Street
Salinas, California 93905

Dear Barry,

Thank you so much for taking time out to join us as a judge for Showcase '96. We were pleased to have you as a part of the evening. I hope it was as enjoyable for you as it was for us. The winning exhibitors who worked hard to create interesting booths really appreciated the recognition for their efforts.

Thank you again for contributing to our success.

Warmly,



Elaine Giuliano
Chair, Judging Committee

MONTEREY COUNTY

SHERIFF - MARSHAL - CORONER - PUBLIC ADMINISTRATOR'S DEPARTMENT

1414 NATIVIDAD ROAD • SALINAS, CALIFORNIA 93906 • AREA CODE (408) 755-3702
BUSINESS OFFICE

NORMAN G. HICKS

SHERIFF - MARSHAL - CORONER - PUBLIC ADMINISTRATOR



John Freeman
News Director
KCCN-TV/KCBA-TV
1550 Moffett Drive
Salinas, CA 93905

October 29, 1996

Mr. Freeman,

As a Deputy Sheriff with the Monterey County Sheriff's Department Marijuana Eradication Team for the past 3 years I have had the responsibility for coordinating media raids of marijuana gardens. During this time I have had the opportunity to work with several of your reporters and videographers, and assignment desk personnel. I have found them to be, without exception, thoroughly professional, cooperative and enjoyable to work with.

The assignment editors, Richard Siegal and Robert Flores were always very flexible in assigning reporters and camera people and in changing schedules on short notice. The reporters and videographers that I can specifically recall working with include Maleene Osuna, Kevin Tosolini, Heidi Linkenbach, Vince Garrido, Sandya Patel and Ralph Cervantes. They had to put in long days in very inhospitable conditions including heat, extremely rugged terrain, poison oak, possible confrontation with armed suspects and dangerous helicopter rides. Each of the field personnel maintained their good humor and professionalism in the face of these difficult circumstances. All of them managed to keep out of our way while we working, while still being in the action enough to get good footage. It was quite an eye opener for me to see how much work goes into a short spot on the evening news.

The final product they produced was always of high quality. The reporters gave quite accurate, informative stories and the video footage was excellent. Some deputies who were working in undercover positions asked that their faces not be shown on the screen. In addition, the reporters often were told or overheard information that we asked them to keep confidential and off the air. In all of these cases the requests were granted.

I have recently been re-assigned to the Narcotics Investigations Division. Although I no longer have the responsibility for